

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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August 21, 1997

RJR Account #335710

Mr. J. Weisberg

KINGSTON TOBACCO

SEPTEMBER WINSTON B2GF CAP / PROMOTION #700927

Dear Joe:

WINSTON regular product has been ordered (see quantities listed below), as well as 32 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>1</u>
12300-11906	Light Box	6M	<u>1</u>
12300-11012	Full Flavor	12M	<u>1</u>

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,785.51

Non-EFT \$ Amount:

\$N/A

51845 9768

-2-

B2GFP
KINGSTON TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$59.73 (2.13 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162305

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

51845 9769

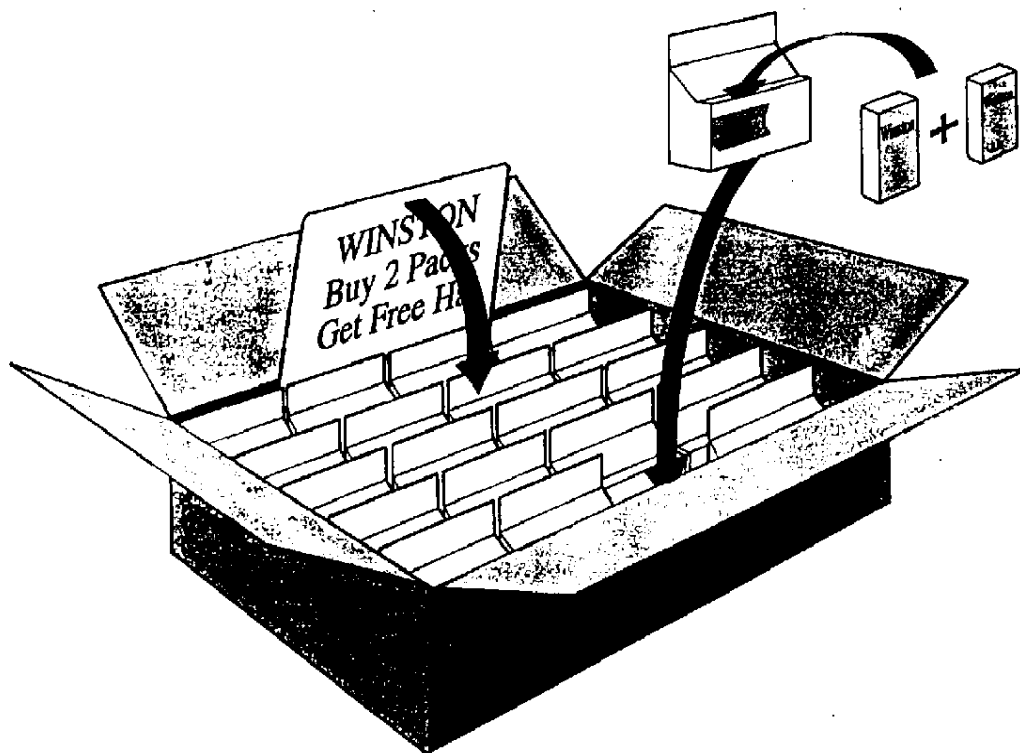
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

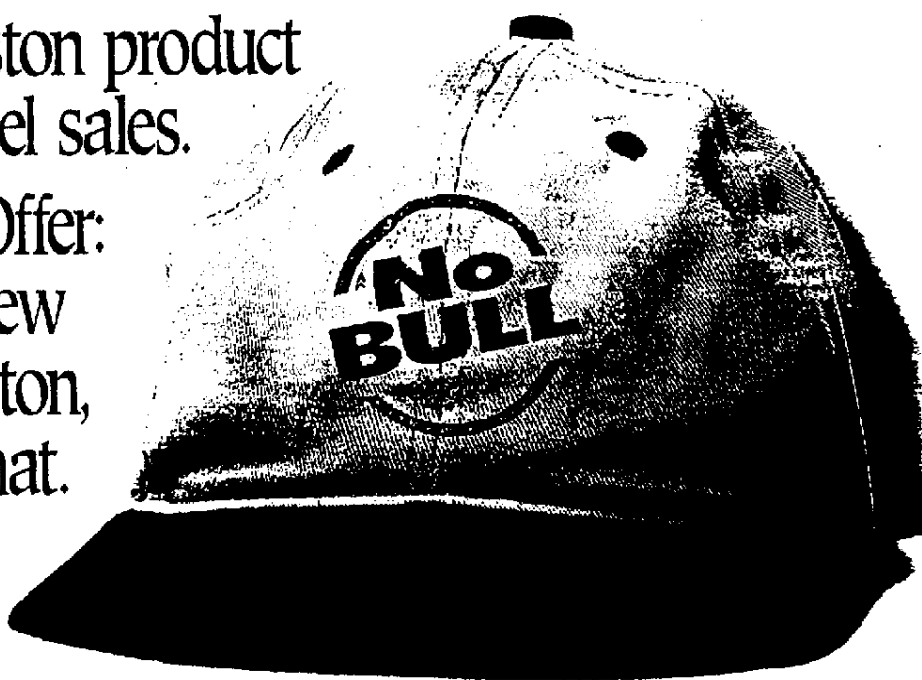
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>LIGHT King</i>	<i>LIGHT Box</i>	<i>FF King</i>			
Number of Cartons						

51845 9770

The right premium CAPS everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



No additives in the smokes.
Lots of additives in
your cash register.

51845 9771

WHOLESALE : 335710 KINGSTON CANDY & TOB. CO. <DIRECT>
 TEMPLATE : 700927 71000 WIN OCT HAT
 TEMPLATE SEQ : 0018
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210		178349	CHEESE N THINGS	ROUTE 28	PINE HILL	NY	12465	1				(914)254-4753
162305		071034	FOXHALL DELI	100 FOXHALL AVE	KINGSTON	NY	12401	1				(914)338-9296
162305	162328	735486	BP CALDOR	RT 9W CALDOR PLAZ	KINGSTON	NY	12401	1				(914)336-7311
162305	162328	744023	GWR PETROLEUM CO.	1105 STATE ROUTE	KINGSTON	NY	12401	1				(914)679-4556
162305	162326	747519	SAUGERTIES MOBIL	333 ROUTE 212	SAUGERTIES	NY	12477	1				(914)247-9138
162305	162326	750662	LEMA PETROLEUM	ROUTE 32 BOX 124	FREEHOLD	NY	12431	1				(518)634-2625
162305	162328	770168	HOB0 DELI	ROUTE 28W	KINGSTON	NY	12401	1				(914)339-3452
162305	162327	178359	M T MARKET	183 SMITH AVE	KINGSTON	NY	12401	1				(914)331-4736
162305	162327	178388	JACKS STATIONERY	744 BROADWAY	KINGSTON	NY	12401	1				(914)338-6577
162305	162327	212606	MALL MOBIL SERVICE	1146 ULSTER AVE	KINGSTON	NY	12401	1				(914)336-2707
162305	162326	239605	GETTY GAS	ROUTE 212	SAUGERTIES	NY	12477	2				(914)246-7297
162305	162327	287612	GETTY MART	333 WASHINGTON AV	KINGSTON	NY	12401	1				(914)331-9013
162305	162326	620309	LAKE KATRINE GETTY	1738 ULSTER AVE	LAKE KATRINE	NY	12449	1				(914)336-7783
162305	162327	650654	ULSTER DELI & GROC.	688 BROADWAY	KINGSTON	NY	12401	1				(914)331-5216
162305	162327	655489	KINGSTON DELI	630 BROADWAY	KINGSTON	NY	12401	1				(914)339-0993
162305	162327	681154	BROTHER CONVENIENCE	675 BROADWAY	KINGSTON	NY	12401	1				(914)339-8356
162305	162328	701715	PILARY, INC.	895 ALBANY	KINGSTON	NY	12401	1		0362-0102		(914)338-1399
162305	162327	714699	LANDMART	327 BROADWAY	KINGSTON	NY	12401	2				(914)338-8330
162306	162327	620264	CITGO GUJAR	RT. 32	ROSENDALE	NY	12472	1				(914)658-3708
162307	162328	619766	Z&J GETTY HIGHLAND	443 ROUTE 9W	HIGHLAND	NY	12528	1			945261	(914)691-6717
162308	162329	578947	KAHN FOOD & GIFT	DBA SUNOCO MART	COLD SPRING	NY	10516	1				(914)265-2171
162308	162328	582742	H & S QUICK MART, IN	238 DUTCH TPKE	POUGHKEEPSIE	NY	12601	1				(914)454-7989
162308	162329	696041	Z&J PETROLEUM	184 & RT. 90	BEACON	NY	12508	1				(914)831-0435
162308	162328	741928	SUNOCO CONV STORE	365 VIOLET AVE	POUGHKEEPSIE	NY	12601	3				(914)485-5692
162308	162328	746276	TONY'S CONV. STORE	585 ALBANY POST R	HYDE PARK	NY	12538	1				(914)229-1710
162308	162328	757345	COASTAL GAS & CONV.	254 DUTCHESS TPKE	POUGHKEEPSIE	NY	12603	2				(914)454-4133
162308	162328	770154	GETTY # 58721	RT 9 ALBERTSON	HYDE PARK	NY	12538	1				(914)229-2614

PAGE BREAK TOTAL ACCOUNTS 27 TOTAL QUANTITY 32

TEMPLATE TOTAL ACCOUNTS 27 TOTAL QUANTITY 32